



Achieving Dental Health Compliance With Your Clients

Continuing Education Session Offered Online

According to the Veterinary Dental Society, 80% of companion dogs and 70% of family cats in the U.S. show signs of oral disease by age three. Apart from the need for better dental care, these statistics point to more serious health implications for pets.

“Periodontal disease not only causes pain for the animal, but also has been linked to pathological lesions in the heart, kidneys and liver,” said Karyl Hurley, DVM, DACVIM, DECVIM, a veterinary specialist in internal medicine with the Waltham Foundation.

Jan Bellows, DVM, DAVDC, DAVBP, a VIN dental consultant and leading veterinary dental practitioner, concurred. “Our pets’ general health depends on this. We need to be doing everything possible to educate our clients on the value of regular veterinary dental care, as well as daily dental maintenance.”

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*Jan Bellows, DVM,
All Pets Dental Clinic
& VIN Dental Consultant*

Staff Education: An Important First Step

Dr. Bellows has created a seminar entitled “Achieving Client Compliance for Oral Assessment, Treatment and Prevention,” a novel, effective educational session that provides veterinarians and their staff with practical strategies for achieving dental compliance with their clients.

“Most clinics have the ability to do a ‘dental,’” said Dr. Bellows, “but very few understand the importance of two further steps that have proven to increase client compliance — upfront education and maintenance.”

Through many years of experience diagnosing oral health problems, Dr. Bellows has found that he has the most success motivating a client to begin a treatment regimen by approaching the client discussion in three parts: oral assessment, treatment and prevention. He calls this approach Oral ATP.

Dr. Bellows continued that effective Oral ATP does not stop with identifying a dental health problem, but includes

communicating the need for oral care to the client and motivating them to take action.

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Dr. Bellows believes that the Oral ATP method can help a clinic to build a successful dental practice. Since veterinary technicians are the ones most often discussing oral disease with clients, as well as doing the cleanings, he encourages staff education as an important first step.

Growing Your Dental Practice:

Good Medicine and Good Business

Currently, only about 10% of pets are given professional oral care in-clinic. Growing a dental practice is good medicine and a tremendous growth opportunity for most veterinary clinics.

Dr. Brad Quest, staff veterinarian at The Greenies Company, said, “We know that veterinarians are in practice out of a deep love and respect for animals. But they are also in business. Growing a dental practice not only improves the health and well-being of pets, but also contributes significantly to the clinic’s ability to grow and offer care to more animals.”

Bellows Seminar Available Free, Online

The Greenies Company is hosting Dr. Bellows’ CE accredited presentation as a free, on-demand online seminar on the veterinary support site vet.greenies.com.

What is Oral ATP?

Assessment: Identifying oral problems is just the beginning. Dr. Bellows offers direction for communicating treatment recommendations to clients.

Treatment: The session provides insights on how to effectively gain client compliance with common oral treatments.

Prevention: An in-clinic cleaning is not the end. Dr. Bellows also discusses methods for achieving compliance with a daily oral care regimen between cleanings.

In this seminar, participants will learn how to employ Dr. Bellows’ Oral ATP approach to communicate their oral health recommendations in a manner that achieves client compliance. Clinics may register as many individuals as they like and schedule the program at their convenience. Registered individuals are eligible for continuing education credits once the session is completed.

“We were very impressed with Dr. Bellows’ commitment to advancing in-clinic oral health, as well as the quality of his presentation,” said Dr. Quest. “It is a natural fit with our efforts to advocate daily pet oral care.”

Earn CE Credits for Participating in this Dental Health Seminar

The CE accredited seminar “Achieving Client Compliance for Oral Assessment, Treatment and Prevention” is now available free, on-demand and online on the veterinary support site vet.greenies.com